

EXHIBIT "B"

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SEPTEMBER, 1993

HAYWARD DOWNTOWN HISTORIC REHABILITATION DISTRICT

Commercial



Design Manual



TERRA

HAYWARD DOWNTOWN HISTORIC REHABILITATION DISTRICT

Commercial Design Manual

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HAYWARD DOWNTOWN HISTORIC REHABILITATION DISTRICT Commercial Design Manual

— If Hayward is the Heart of the Bay, downtown is the heart of Hayward.

The Downtown Historic Rehabilitation District targets design and financial incentives for the visual improvement of properties. These incentives help district property owners and tenants upgrade and rehabilitate their commercial buildings.

How this manual will be used

— This manual identifies the common visual elements of commercial buildings in the downtown historic district (see Appendix A for map).

The elements and guidelines identified in this manual will be used to determine the project's compatibility with the character of the district. Particular emphasis will be placed on compatibility with the buildings within 75 feet of your project.

Project Review

— All projects will be reviewed by the City of Hayward. All projects within the Historic District which affect visible external elements shall be referred to the Citizens' Advisory Board for review and advice to the City's approving authority regarding consistency with these guidelines.

Relationship of this document to others covering downtown

This manual incorporates similar standards found in previous city documents focusing on downtown, including the *Downtown Focal Point Master Plan*, and *Re-Centering— the Downtown Hayward Design Plan*, and supersedes *Design Requirements, Guidelines for Downtown Hayward*, and *CAB Recommendations Regarding Designation of Hayward Downtown Historic Rehabilitation District and Financing Program Pursuant to the Marks Historic Rehabilitation Act*.

Existing buildings

The majority of construction projects downtown are alterations of existing buildings, where many basic building elements are already set. Determining the original design of the building and repairing or replacing character-making elements is the first step in a rehabilitation project.

Building changes

Physical change is part of the evolution of downtown, and facades, especially storefronts, are remodeled often as businesses move in or out and a change of image is desired.

The original building may be hidden behind added layers of stucco, metal or wood. Architectural details may have been removed in an effort to 'modernize' an older commercial building. Windows may be covered. The additive effect of these changes is a loss of its original character and alteration of its proportions.

Where can you find the original design?

Before design, the building facade and storefront should be assessed.

Note later additions or missing original details.

- Clues to the original design of your building may be found by prying under modern materials known to have been added, or examining old photographs. The Hayward Historic Society Museum, 22701 Main Street, has over 6,000 photographs, many early streetscenes of downtown, that may include your building.

What is rehabilitation?

Rehabilitation means changing a building for modern use **re-using as much of the original materials and architectural elements as possible**. This differs from remodeling, which is altering a building's original appearance, or restoration, which is bringing a building back to its original appearance.

What is infill?

Infill describes any small new construction project in the rehabilitation district, including additions to existing buildings, and new buildings on 1-2 lots.

How to use this manual

- Each of the following sections describes a common aspect of commercial buildings in downtown Hayward. These aspects are the basis for the guidelines. Each element is described under **what it is**, and explained under **why its important**. The **guidelines** section lists the requirements affecting that portion of the design for infill and rehabilitation projects.

Architectural Style

What it is

The original look of the building at its construction date.

Why it's important

A building is a product of its time and should not look older or younger than it is.

The difference between downtown and a shopping mall is downtown's development over time. Downtown Hayward is stylistically made up of a great variety of buildings dating from the 1870s through today, forming a visual history of the City's growth.

Guidelines

INFILL

1. Compatible contemporary designs for new construction are encouraged.

REHABILITATION

2. The original facade should be exposed, repaired, and cleaned.



Slipcovers are often easily removed.

3. Original material or architectural features should not be removed or altered.
4. Deteriorated architectural features should be repaired rather than replaced.
5. New material should match the material being replaced in composition, design, color and texture. Duplications of features should be based on historic, physical or pictorial evidence rather than on conjecture when possible.



Historic photographs show original facade features and materials.

Mass

What it is

Mass is the form of the exterior of a building (footprint + height).

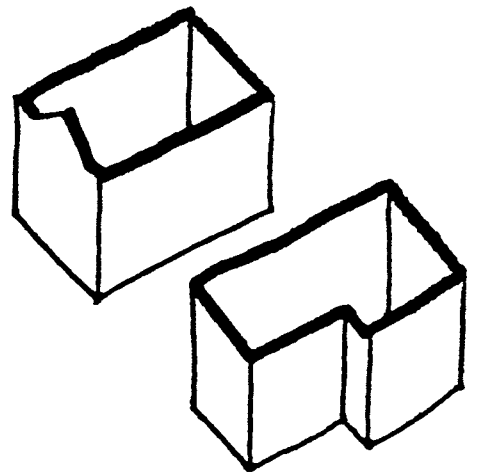
Why it's important

Downtown was traditionally laid out in large rectangular blocks. These blocks were subdivided into smaller rectangular lots, narrow across the front and deep. Corner buildings were sometimes granted larger, more squarish parcels. The result is the long rectangular buildings associated with downtown.

Guidelines

REHABILITATION

1. The original massing of the building should not be reduced.
2. If possible, replace portions of the building previously removed to recreate the original massing.



Mass is the size and shape of the building.

Width

What it is

The breadth of the lot.

Why it's important

Narrow lots maximized the number of retail establishments within a block. Result— visual interest and variety for the pedestrian .

Guidelines

INFILL

1. Storefront areas should be framed by piers or columns every 25–35 feet.

REHABILITATION

2. Maintain or re-create the division of bays in longer buildings.



Similar width buildings are a strong rhythmic element downtown.

Setbacks

What it is

The “build-to” lines of a lot. In downtown Hayward, these requirements are illustrated in Appendix D.

Why it's important

Building out to the property lines increases rental area. Front building lines at the sidewalk creates the “street wall” characteristic of downtown blocks.

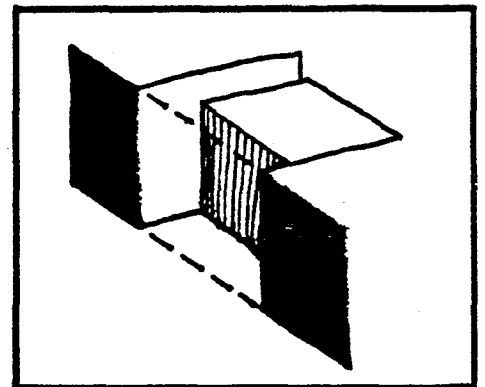
Guidelines

INFILL

1. Align building fronts with those of adjacent buildings.

REHABILITATION

2. Maintain the line of the front building wall at the sidewalk.



Buildings with no setbacks define downtown from residential and strip commercial areas.

Height

What it is

The maximum height of a new (infill) commercial building is set by zoning restrictions. In Hayward's downtown the limit depends on the building's location, see Appendix C.

Why it's important

There is often a strong height similarity in downtowns. In Hayward, most buildings are 1-2 stories. The resulting street "wall" reinforces the enclosure of the block. Walking along a downtown street feels like being inside a grand outdoor "room". Taller buildings are often located at the corners, creating a bookend to the mid-block buildings they bound.

Guidelines

INFILL

- 1 Corner buildings should be at least as tall as the tallest midblock building on its side of the street.



A similarity of building height adds to downtown's visual distinctiveness.

Roof Shape

What it is

Commercial buildings are most easily distinguished from residential ones by their flat roofs. The roof is hidden by parapets, the extensions of a building's exterior walls.

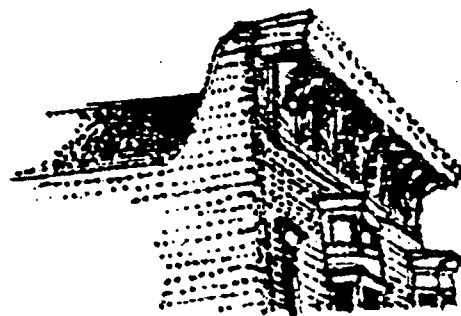
Why it's important

Flat roofs maximize wall area and increase the importance of the front wall, or facade. In early Western towns, the "false front" hid the pitch of the roof, dramatically increasing the height of the street wall. This made the building look more imposing, and gained more wall area for signage.

Guidelines

INFILL

1. Flat roofs for commercial buildings are encouraged.
2. The front wall (facade) shall extend above the highest point of the roof.



Building facades extend above the roof peak

Rear Entrances

What it is

The service entrance on the back of the building.

Why it's important

With the development of interior block public parking areas, former service entrances have become the primary entrance to a significant percentage of customers. These entrances need to be attractive and safe.

Guidelines

INFILL

1. Buildings adjacent to interior block parking areas should have rear entrances open to the public.
2. Entrances should be clearly marked and lighted.
3. Signage should relate to the primary signs on the facade.
4. Trash containers must be screened from view.

REHABILITATION

5. Original architectural elements, hardware, or windows shall remain.



Rear entrances don't have to be elaborate to be attractive.

Materials

What it is

Materials are the exterior finishes of a building. Facade finishes commonly found in downtown are cement plaster (stucco), finish (glazed) brick, and terra cotta. Horizontal wood siding is found on Victorian buildings.

Why it's important

Materials used for commercial buildings tend to be of higher quality and more durable than those used in residential construction, and their application more formal and finished. The range of exterior finishes can be very similar, due to local availability and cost.

Guidelines

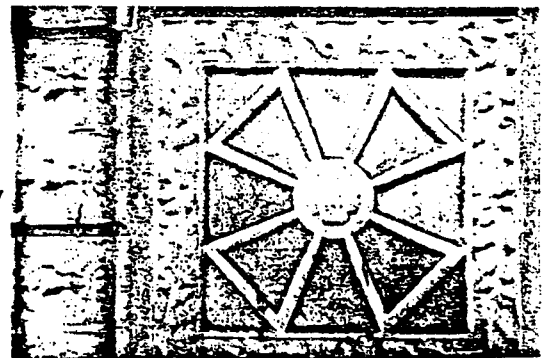
INFILL

Entry:

1. Materials should be smooth, hard-surfaced, and graded for exterior commercial use.

Bulkheads:

2. Glass, metal or plastic panels are not encouraged.

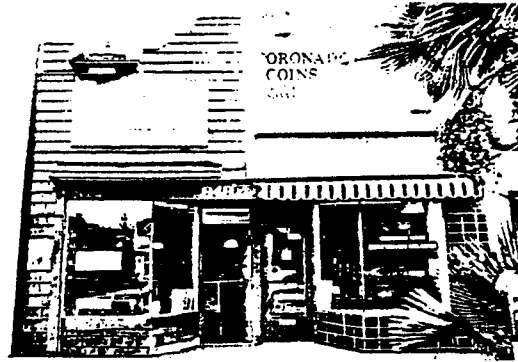


Terra cotta is decorative and durable.

3. Decorative bulkheads of ceramic tile, marble, or granite complementing the upper facade are encouraged.

Upper Facade:

4. Residential or Industrial materials such as wood shingles, plywood, common unfinished brick, undimensioned stone, sheet metal siding or plastic should not be used.



Wood shingles are a residential, not commercial building material.

REHABILITATION

5. Original finish materials should remain and be uncovered.
6. Original materials, except wood, should not be painted.
7. If existing glazed material such as terra cotta, finish brick, or ceramic tile is painted, strip using the gentlest means possible: low pressure water or chemical washes.
8. Sandblasting is not allowed as it destroys the surface of the material. Low-pressure water washing is preferred.



Sandblasting has made this wall susceptible to water infiltration and deterioration.

Color

What it is

Color includes the inherent color in a finish material, paint color added to a material, and the color of building accessories such as signs or awnings.

Why it's important

Garish colors can visually disrupt a street or block and effectively overshadow all other character-making elements of a building. Garish colors are defined by their intensity. No color or combination of colors are prohibited. Shade of color and size of application area are important.

Guidelines

INFILL AND REHABILITATION

1. Secondary and accent colors shall harmonize with the base building color.
2. Colors used at rear entrances shall be similar to those used on the facade.



Harmony is not sameness.

Roofline

What it is

The top of the facade wall.

Why it's important

In every architectural period some decorative embellishment are found to terminate and contain the facade. Decorative rooflines and cornices help the eye focus on the building facade, much like the frame of a picture.

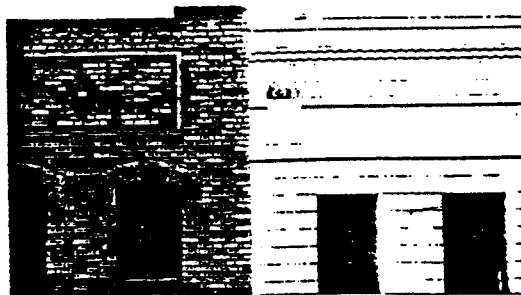
Guidelines

INFILL

1. The top of the facade wall should have some decorative embellishment; ie: cornices, special shape, or details.

REHABILITATION

2. Damaged architectural or decorative elements at the roofline should be repaired.
3. Missing cornices may be re-created, or a simplified version of the original designed.



Decorative roofline details can be subtle.

Upper Facade

What it is

The wall area above the storefront, which includes the upper floors of multi-story buildings. It has more wall than openings. The upper facade extends on the corners to the sidewalk, forming side piers.

Why it's important

Upper facades form the "wall" of the street. The side piers enclose, contain, and visually frame the storefront.

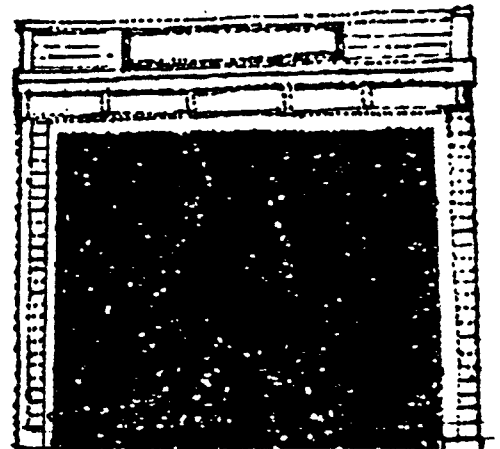
Guidelines

INFILL

1. The upper facade should have more wall than window area.
2. The upper facade should create an architectural frame for the storefront.

REHABILITATION

3. The size and shape of original window openings should be maintained, uncovered, or re-created.



The upper facade forms a frame around the storefront.

Storefront

What it is

The storefront is the street level portion of the building. It is the most transparent and open portion of the facade.

Why it's important

The storefront is where people interact with the building. Sometimes a previous alteration or new storefront design is visually significant in its own right, i.e.: great care was used in the design and construction of the remodel, or high quality materials were used.

Guidelines

INFILL + REHABILITATION

1. Storefront alterations must not destroy significant character elements or original materials.
2. Storefronts should have a high level of transparency.



The Brentano's bookstore on New York's Fifth Avenue is a three-story essay on storefront transparency

Entry

What it is

The recessed area leading to the ground floor door. They are commonly centered between two display windows. Commercial entry doors have large glass areas.

Why it's important

The recessed area forms a sheltered transition area between the exposed sidewalk and the store interior and creates more display area.

Glass doors extend the openness and transparency of the storefront. Doors to upper floors usually have smaller glass areas in keeping with the less public character of upper story uses.

Guidelines

INFILL + REHABILITATION

1. Entry areas shall be recessed from the sidewalk.
2. Doors to the street level uses should have more than 50% glass area.



Recessed entries create a protected transition area for the shopper.

Bulkhead

What it is

The bulkhead is the area below the display window.

Why it's important

The bulkhead protects the display window by raising the glass area to a safer and more easily viewed height. Due to this protective function, bulkhead materials are water, dirt, and impact resistant.

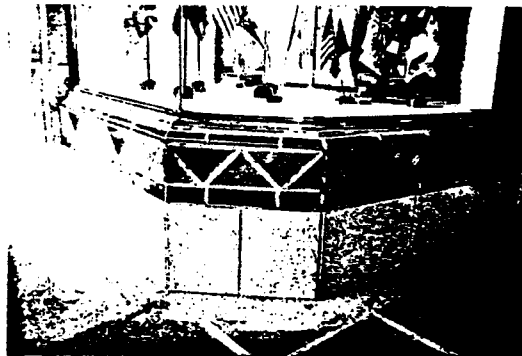
Guidelines

INFILL

1. Bulkhead height should be between 12-36 inches.

REHABILITATION

2. If covered, original bulkheads should be exposed and repaired. Replacement areas should match as closely as possible the original material, size, color, and pattern.



Ceramic tile bulkheads have unlimited decorative possibilities.

Display Windows

What it is

The display window is the large, transparent glass area of the storefront. It is the largest element of the storefront.

Why it's important

Display windows allow full view of the store interior. Stores use display windows to promote their merchandise and attract pedestrians.

Guidelines

INFILL

- 1. Display windows must use transparent glass.**

REHABILITATION

- 3. Filled-in or covered windows should be opened and re-glazed.**



Display window sizes have grown with advances in glass-making technology.

Transom Windows

What it is

The small windows above the display window and entry.

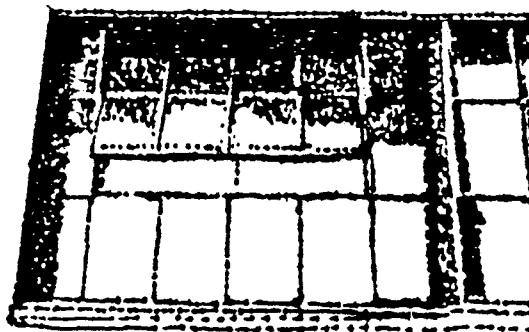
Why it's important

Transom windows continue the transparentness of the display window up to the upper facade "frame". This is an important element in the proportion of the facade. Functionally, transom windows let daylight deep into the store interior and allow interior summer heat to escape.

Guidelines

REHABILITATION

1. Missing or covered transom windows should be uncovered or replaced.



Operable sections of transom windows let excess heat out of interiors.

Signs

What is it

The identification of a business on a building.

Why its important

Since every business has at least one sign, the profusion of signs; their size, type, material and design, form a major visual component of downtown.

Guidelines

Sign standards have been set by the City of Hayward and, for most buildings in the district, are summarized in Appendix E Additional guidelines for downtown are as follows:

PLACEMENT

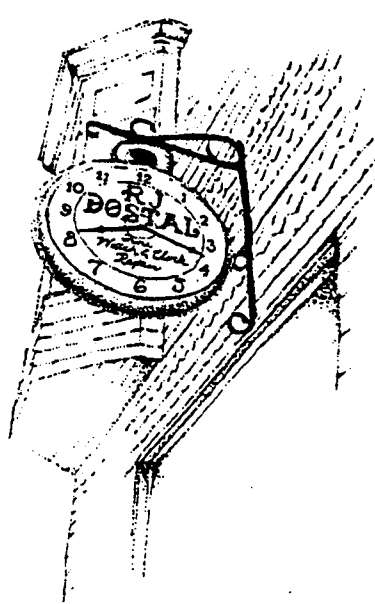
1. Wall signs should fit within or align with architectural elements.
2. Signs shall not obscure architectural elements.



Avoid covering building details.

HANGING SIGNS

3. Retail stores are encourage to have a hanging sign above the entryway oriented to the pedestrian.
4. Icon or graphic signs are encouraged.



Icon signs are attractive and easily identifiable from automobiles.

Overhangs

What it is

Sheltering elements extending from the facade over the sidewalk. These include awnings, which are angled, temporary, and made of fabric, and canopies, which are permanent and constructed of more durable materials such as metal, stucco, or glass. the City's awning requirements are reproduced in Appendix F.

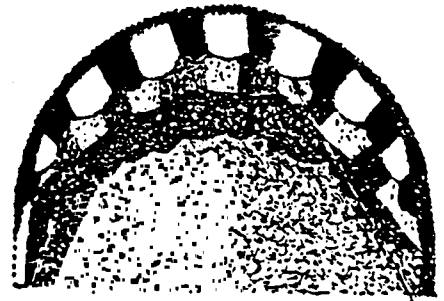
Why it's important

Overhangs serve to shelter pedestrians from inclement weather. They were often found on south sides of streets to protect display merchandise from sun damage.

Guidelines

AWNINGS

1. Awnings should be mounted within storefront or window frame.
2. Awnings may not run continuously along the face of a building.
3. Awning shape should match the shape of the opening.
4. Awnings should be self-supporting.



Round awnings are for arched windows.

5. Awnings should be mounted between the display and transom windows if space exists.
6. Internally-illuminated awnings are not permitted.
7. Awnings should be of fabric material.

CANOPIES

8. Canopies not original to the building should be removed.
9. Original canopy materials should be repaired or, if previously altered, replaced.

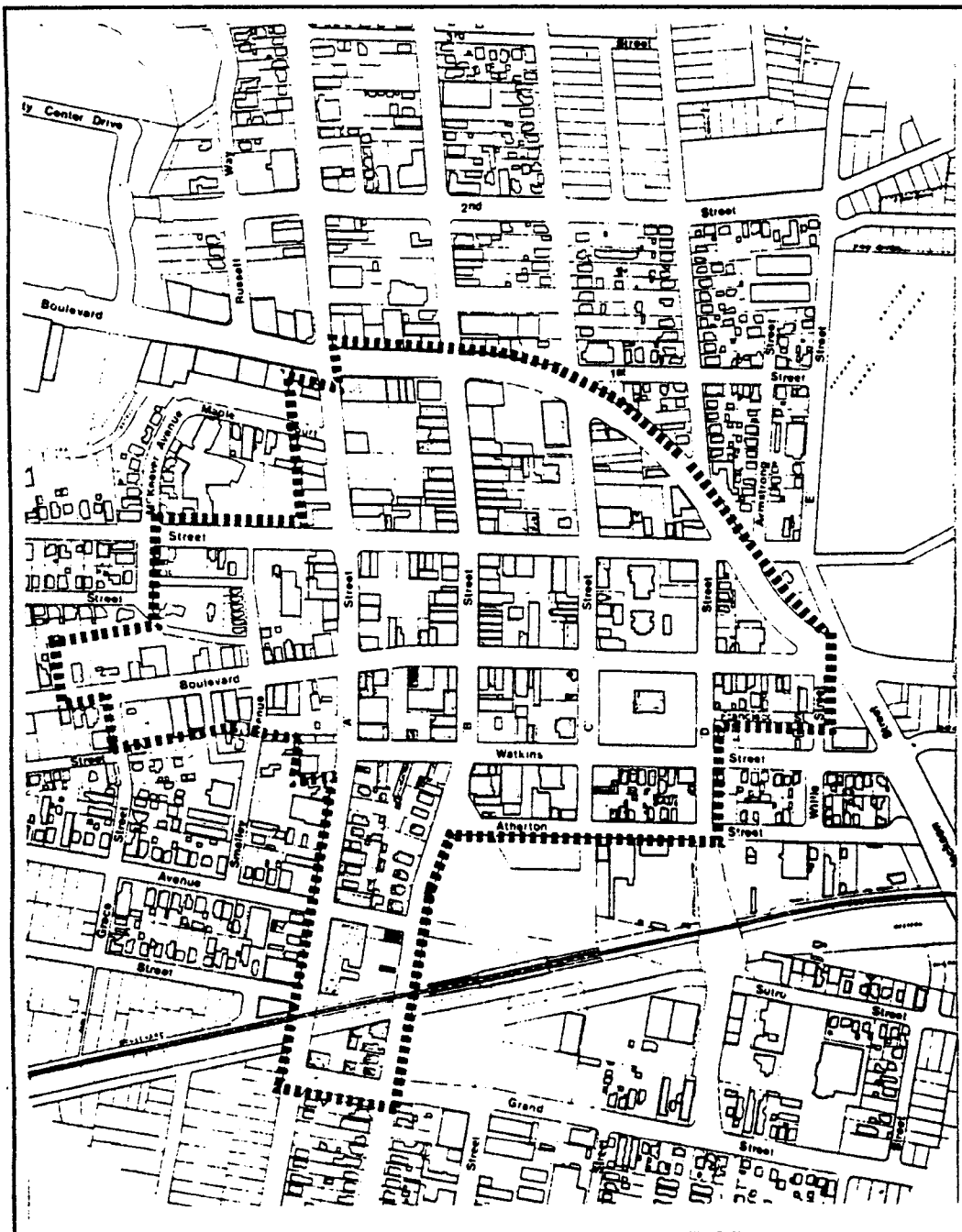


Canopies often had glass 'roofs'.

DOWNTOWN
HISTORIC
DISTRICT
MAP

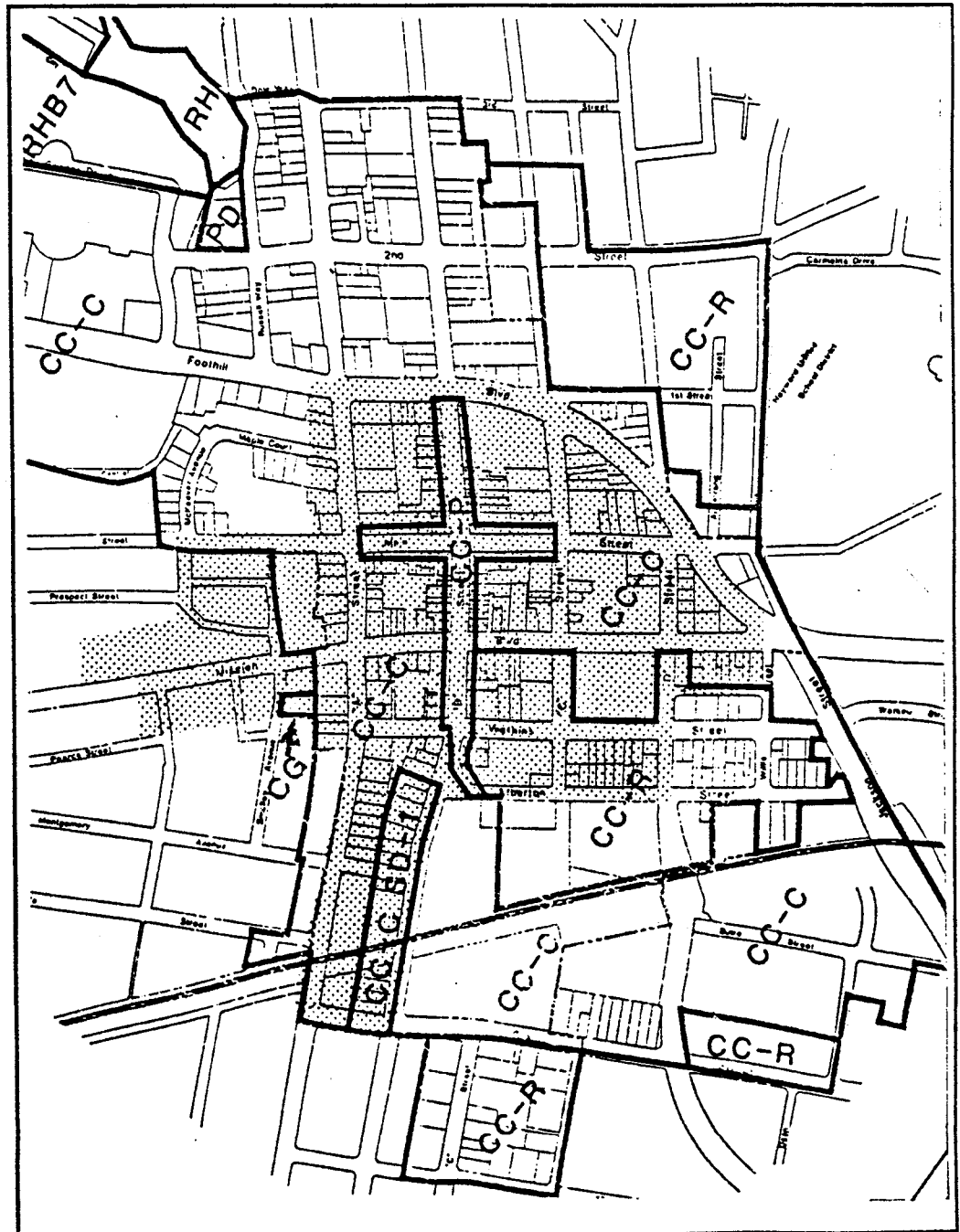
Appendix A

*Mark's Historic
Rehabilitation District*



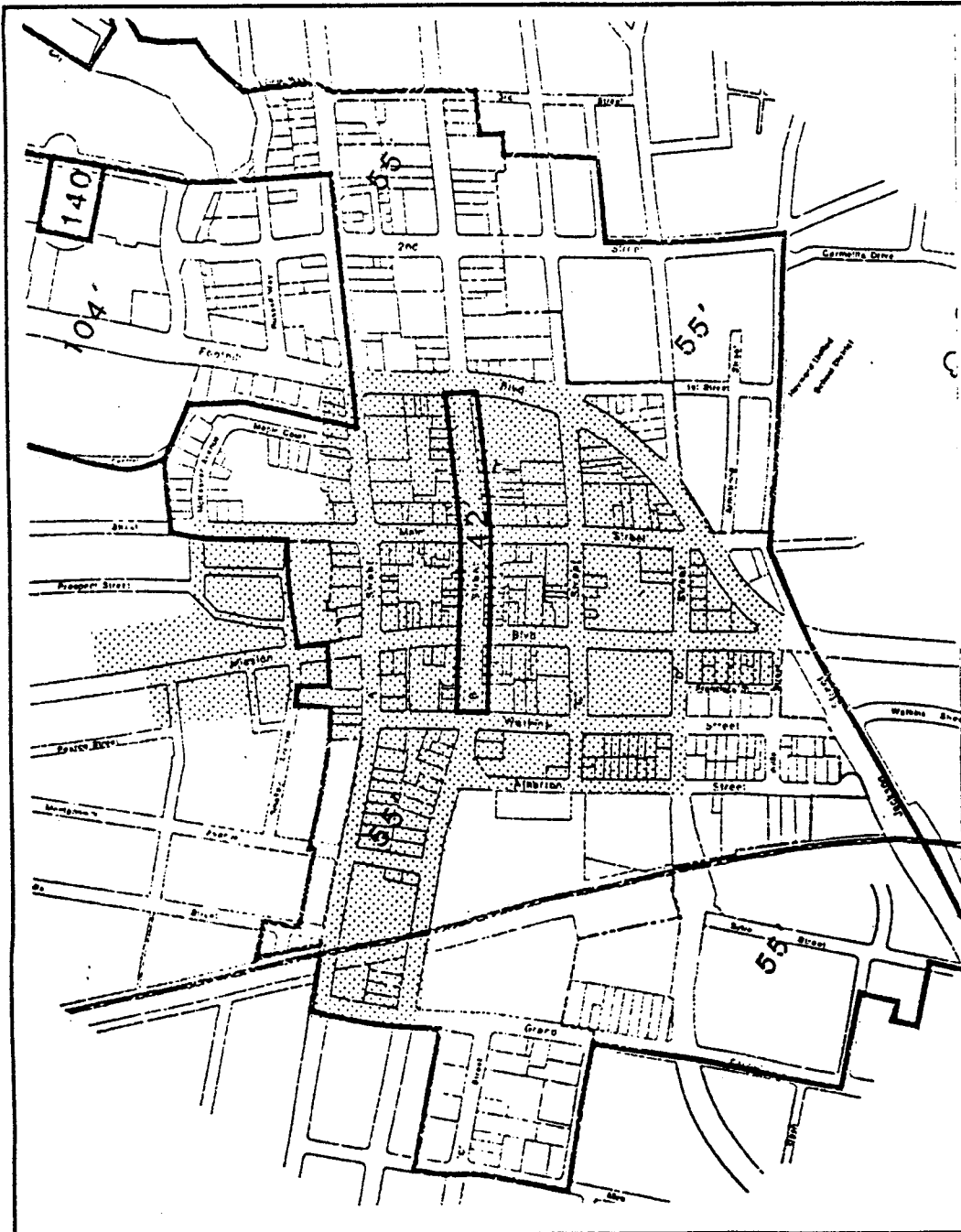
ZONING MAP

Appendix B



ALLOWABLE
HEIGHT

Appendix C



ALLOWABLE SETBACKS

Appendix D

KEY

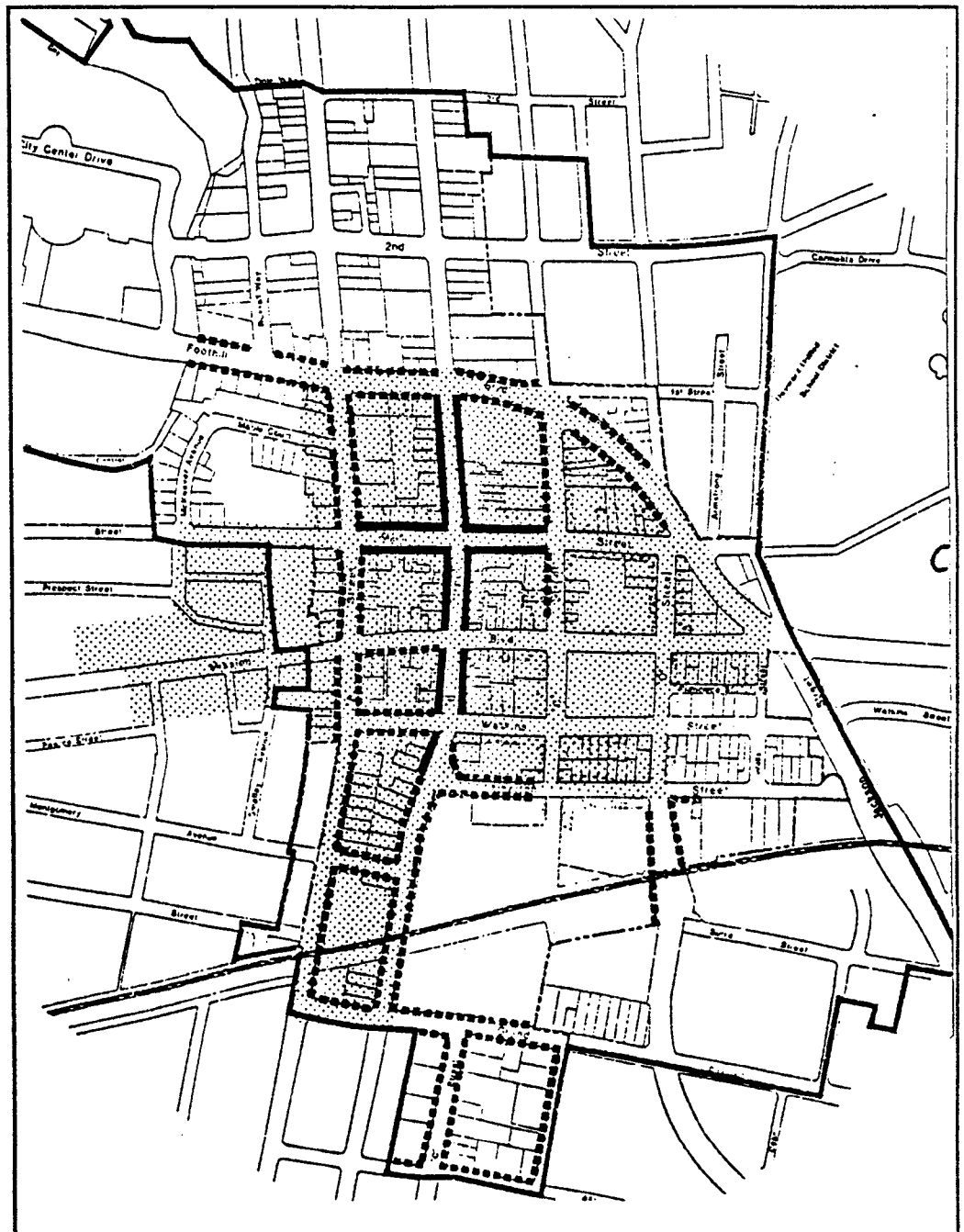
No Setback allowed



4 feet for Encroachment
Zone Setback



0-4 feet Setback allowed



**SIGN
ORDINANCE
SUMMARY**

Appendix E

SIGN TYPES

The following sign types are allowed in the downtown Redevelopment Area. The policy of the Agency is to discourage the use of manufactured internally illuminated box or can signs, and encourage the use of individually lettered signs which are more aesthetically pleasing.

Wall Signs

Wall signs may be painted on the wall or be made of metal, wood (except untreated plywood), plastic, neon, or vinyl. Fluorescent material is prohibited. Sign shall be located no higher than the cornice or parapet line, whichever is lower.

Signs must be placed within the sign panel area on the building facade, and must not extend over the side piers, nor beyond the parapet or building face.

Permanent Window Signs

Permanent window signs may include graphics painted on glass, vinyl letters applied to glass, a clear acrylic panel behind the window, or small neon window signs.

Permanent window signs may not occupy more than twenty-five percent (25%) of the total area of the window. Window signs shall not count toward allowable sign area.

Lettering should be white or light in color since windows appear dark.

Projecting Signs

Projecting signs shall be located no higher than the cornice or parapet line, whichever is lower, and must be located so as to not obscure any architectural detail of the facade.

A double face projecting sign shall be considered one sign.

The maximum size for a projecting sign is forty (40) square feet (20 square feet per side).

Projecting signs shall not project more than three (3) feet horizontally. In no case may the sign come within 2 1/2 feet of the curb.

Hanging Signs

Small horizontal hanging signs, suspended over the entry or from a canopy are encouraged. Hanging Signs shall not exceed eight (8) square feet in size (4 square feet per side).

Overhang (Marquee) Signs

Overhang signs are mounted atop an overhang, parallel to the storefront. They should not be used in conjunction with wall signs. Overhang signs shall not exceed 3 feet in height.

Awning Signs

The area of a ground floor awning sign shall not cover more than thirty percent (30%) of the total surface area of the awning. The area of an upper floor awning sign shall not cover more than twenty percent (20%) of the total surface area of the awning.

Signs on two side panels of an awning shall be considered as one sign for purposes of calculating total number of allowable signs.

**SIGN
ORDINANCE
SUMMARY**

Appendix E

continued

Permitted Signs

Wall, window, awning, projecting, hanging, sidewalk display signs and signs of historical or aesthetic significance.

Prohibited Signs

Roof, animated, revolving, flashing (except as part of a window display), pole (excepted as otherwise provided), or signs that obscure the detail of building facades.

Colors

Sign colors must relate to the paint scheme of the building. No more than three colors shall be used on any one sign, unless approved by the Redevelopment Administrator. Bright white and intense background colors must be avoided. Fluorescent colors are prohibited.

Lighting

Signs can be illuminated with directional spotlights, indirect lighting or indirect lighting if not glaringly bright.

Graphic Design

Sign construction and sign copy must be of professional quality. Primary signage should identify a business and not a brand-name product. If more than one sign is used, the signs must be compatible in style.

Sign Installation

All signs except window signs require a sign permit and building and electrical permits as required. All signs shall be installed avoiding visible guy wires or other stabling devices.

Non-Conforming Signs

Non-conforming signs exceeding the allowances permitted shall be removed or modified to conform to the regulations.

SIGN AREA & NUMBER

For establishments on streets other than Foothill Boulevard and "A" Street, the maximum sign area is one (1) square foot per linear foot of primary frontage, and 1/2 square foot per linear foot of secondary frontage.

Only one (1) secondary frontage may be counted for determining maximum sign area for all secondary frontages.

No establishment shall be permitted more than a total of one hundred (100) square feet of sign area. Each establishment shall be entitled to a minimum of thirty (30) square feet for the primary frontage.

For all establishments, the maximum number of signs permitted per frontage is two (2). Maximum number of signs permitted per establishment is four (4). Window signs may be in addition to these maximums.

**AWNING
CRITERIA**

Appendix F

*City of Hayward
Fire Department*

- Awning fabric must be flameproof.
- Frame shall be non-combustible.
- Awnings located below a fire escape must have a breakaway section.
- Awnings to have a minimum of six (6) feet of unobstructed width for ladder access to the roof or a window on each upper floor. One six-foot access width is required for every fifty (50) feet of length.
 - Option 1:* Fully collapsible awnings.
 - Option 2:* Awnings that allow a ladder to the second floor and roof at a 70 degree angle.
 - Option 3:* Access on side of building for ladder to each floor and roof.